



**FOR IMMEDIATE RELEASE**

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**Lt. Governor Skillman Unveils 2011 Indiana Travel Publications**

*Publications Available for Ordering at [VisitIndiana.com](http://VisitIndiana.com)*

INDIANAPOLIS -Lt. Governor Becky Skillman this week unveiled the official 2011 Indiana travel publications. The publications, which increase tourism in the state, were produced at no cost to the taxpayer.

The Indiana Office of Tourism Development distributes three publications each year, including the Indiana Travel Guide, Indiana Festival Guide and Indiana Travel Map. The cover of each guide features an image of a different Indiana destination. The locations showcased in the cover images for 2011 are:

Indiana Travel Guide - Parkview Field, Fort Wayne  
Indiana Travel Map -Terre Haute Children's Museum, Terre Haute  
Indiana Festival Guide - Parke County Covered Bridge Festival, Parke County

Research shows that more than 60 percent of people who request the Indiana Travel Guide stay longer and spend more money in Indiana than the typical visitor.

"These resources help strengthen the tourism industry's already-significant impact on Indiana's economy," said Lt. Governor Skillman. "More than 62 million visitors come to Indiana each year, spending in excess of \$10 billion and travel-related businesses generate one in 10 jobs, employing more than 257,000 Hoosiers."

The Indiana Travel Guide is a comprehensive travel resource with 132 pages of information on attractions, entertainment, special events, recreation, restaurants and lodging options throughout the state. Each of Indiana's six tourism regions is featured in the Travel Guide, with specific ideas on what to do. Readers can learn more about activities, including outdoor adventure, family fun, girlfriend getaways, arts & culture and agritourism. Complete Indiana travel information is also available online at [VisitIndiana.com](http://VisitIndiana.com).

The state did not incur any costs in producing these travel publications. The Indiana Office of Tourism Development funds the publication of the Indiana Travel Guide and Map through the sale of advertisements.

The Indiana Festival Guide is funded and produced by the Indiana State Festivals Association (ISFA). The Indiana Office of Tourism Development provides distribution assistance for the Festival Guide.

Copies of all Indiana travel publications are available free of charge. They can be ordered online at [VisitIndiana.com](http://VisitIndiana.com) or by calling (800) 677-9800.

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**NOTE TO EDITORS:** High-resolution images of the travel publication covers are available by clicking on the following link: <http://www.in.gov/tourism/media/travel.html>.

*Lt. Governor Becky Skillman oversees the Indiana Office of Tourism Development. Amy Vaughan serves as the agency's director.*